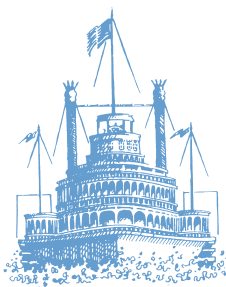


THURSDAY

FEBRUARY 11, 2016

STEAMBOAT SPRINGS, COLORADO

VOL. 28, No. 36



# STEAMBOAT TODAY

ROUTT COUNTY'S DAILY NEWSPAPER

FREE

SteamboatToday.com

INSIDE: State championship at stake for Steamboat Springs High School Alpine skiing team • page 15

## Misplaced boarder travels more than 3 miles

Matt Stensland  
STEAMBOAT TODAY

### STEAMBOAT SPRINGS

A snowboarder became very, very lost Tuesday after unintentionally venturing out of bounds at the Steamboat Ski Area.

Routt County Search and Rescue Incident Commander Russ Sanford said the 30-year-old, New Jersey man hiked, post holed and snowboarded for 3.6 miles before being found by rescuers.

"He said he wasn't even sure that he went out of bounds," Sanford said.

Sanford said the man was skiing with two friends when he ducked under a rope in the East Face vicinity at the ski area about 12:30 p.m.

"He got instantly lost," Sanford said.

The man was able to call his friends, and ski patrol was notified about 2 p.m.

"They played a huge role in this search," Sanford said.

Rescuers told the man to call 911, so operators could attempt to pinpoint him using his cell phone signal.

"It died while calling 911," Sanford said.

Without an exact location, ski patrol members were able to find the man's tracks.

Ski patrol members followed the tracks about two miles north of the ski area, where they seemed to go off a cliff.

"Going where no one would ever go," Sanford said. "Making

See **Search**, page 2



JOHN F. RUSSELL/STAFF

**Steamboat Springs Chief of Police**, Cory Christensen, updated the City Council on Tuesday about operations and challenges at the police department. The department is still looking to fill several vacancies on the staff.

## Chief updates City Council

Christensen provides details about department training, hiring

Matt Stensland  
STEAMBOAT TODAY

### STEAMBOAT SPRINGS

Being down three sworn officers continues to present challenges for the Steamboat Springs Police Department, Chief Cory Christensen told the Steamboat Springs City Council on Tuesday.

At the request of council, the new chief is providing regular updates about the department.

Christensen said during the most recent hiring process, eight people applied and only three showed up for testing. Two officers passed. One took a job at

another agency, and the other is in the background check phase.

On Feb. 22, the department will be testing more potential officers.

Officer Evan Noble was promoted to detective on Feb. 1, and Christensen hopes to have a school resource officer in place by next school year.

"That's a bit of a higher priority for me," Christensen said.

Shawndra Winter has been hired as the records supervisor.

On March 1, Christensen will begin the promotion process for two vacant sergeant positions.

"I have a couple of people

from other resort communities coming in," Christensen said. "I have a community panel, as well, that will be helping with that selection process."

In May, the department will be looking to hire a commander.

In recent weeks, officers have been reviewing a new policy manual that Christensen expects to release next week.

"It's actually a huge jump for the organization," Christensen said.

Christensen told the council about training officers are participating in and spoke about a new awards and recognition program.

Christensen has developed the police Chief's Compassion Award, which will be awarded to an officer who exhibits the compassionate side of police work.

Officer Matt Gadbois was recognized with the award after his work in dealing with a suicidal man. Two weeks after the incident, Christensen said the man called back and thanked Gadbois for "being so awesome" and helping the man get through the worst day of his life.

Traffic enforcement statistics were also presented to the council. In 2015, officers issued 1,119

See **Updates**, page 3

## INDEX

Briefs . . . . .	10	Happenings . . . . .	6
Classifieds . . . . .	20	Lotto . . . . .	7
Comics . . . . .	19	The Record . . . . .	5
Colorado . . . . .	12	Share . . . . .	18
Crossword . . . . .	19	Sports . . . . .	15
Death . . . . .	10	ViewPoints . . . . .	8

## WEATHER



Sunny.  
High of 31.  
**Page 18**

## SKI REPORT

Midmountain base	63 inches
Summit base	75 inches
Trails open	165/165
Lifts open	16/16
Total snow*	274 inches

\*Total snow at Steamboat Ski Area since Oct. 1 as measured at midmountain. For up-to-date road conditions, including Rabbit Ears Pass, call 511 or visit [www.cotrip.org](http://www.cotrip.org).

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# Area business sees fast growth

## MSNBC to feature Steamboat Sticker Co.

Scott Franz  
STEAMBOAT TODAY

### STEAMBOAT SPRINGS

Retailers across the country are getting stuck on Steamboat Sticker Co.

The company that was being operated out of a garage in condoland just a few years ago now is selling its high-quality mementos in 35 states, the Caribbean and Central America. A year ago, the business was selling stickers in about 18 states.

The business has also gotten big enough to inhabit office space, hire new employees and catch the eye of producers at MSNBC, who recently spent some time in Steamboat filming a feature about the growing company that will air later this month.

And if you find yourself at the gift shop of the Coors Brewery in Golden, you'll notice a large Steamboat Sticker rack at the cash register.

"It's grown really, really quick, and I'm psyched about it," Steamboat Sticker founder Chris Silva said Wednesday as dozens of new, high quality stickers came out of a printer outside his office. "At the end of the day, people are drawn to (the stickers) because they look cool."

Silva said he has plans to expand the company's prod-



COURTESY PHOTO

Steamboat Sticker Co. is now selling its mementos in 35 states.



Like us on Facebook for more news.

ucts by putting their custom artwork on mugs and glassware.

New designs he was showing off Wednesday included stickers promoting the wildlife in Estes Park and Yellowstone National Park.

The company spends nine weeks out of a year now promoting a large variety of stickers at trade shows across the country.

"These are very easy to sell," Silva said.

The business is led by Silva and business partner Tracy Fuls, who does a lion's share of the artwork for the stickers.

The company found early success selling stickers to such places as national parks and resort towns.

The stickers are now sold in 340 to 350 stores.

The MSNBC "Your Business" feature on Steamboat Sticker Co. airs Feb. 21.

To reach Scott Franz, call 970-871-4210, email [scottfranz@SteamboatToday.com](mailto:scottfranz@SteamboatToday.com) or follow him on Twitter @ScottFranz10

# Man saved after seeing rescuer headlamps

Search continued from 1

uninformed decisions."

Search and Rescue volunteers then took control of the nighttime search.

With Classic Air Medical

offering two hours of free air time for search missions, Sanford called for the helicopter, hoping the lost man would have a light or some other way to signal.

"I didn't hesitate to make

that phone call," Sanford said.

The man later reported hearing the helicopter several times, but he was unable to signal. He had given up and hunkered beneath a tree along the north fork of Fish Creek.

One rescue team went in from the ski area and picked up where the man's tracks left off. Based on where the man had traveled, Sanford said it was unpredictable where he might go next.


"It was clear that he was really, really lost," Sanford said.

Another team hiked up the Uranium Trail off the Fish Creek Falls parking area.

About 9:15 p.m., the man saw headlamps from the rescue party across the creek and yelled for help. The rescuers were able to reach the man 25 minutes later.

After crossing several drainages and climbing steep hills in snowboard boots, he was cold, tired and hungry, but otherwise OK.


To reach Matt Stensland, call 970-871-4247, email [mstensland@SteamboatToday.com](mailto:mstensland@SteamboatToday.com) or follow him on Twitter @SBTStensland



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